

CANADIAN 

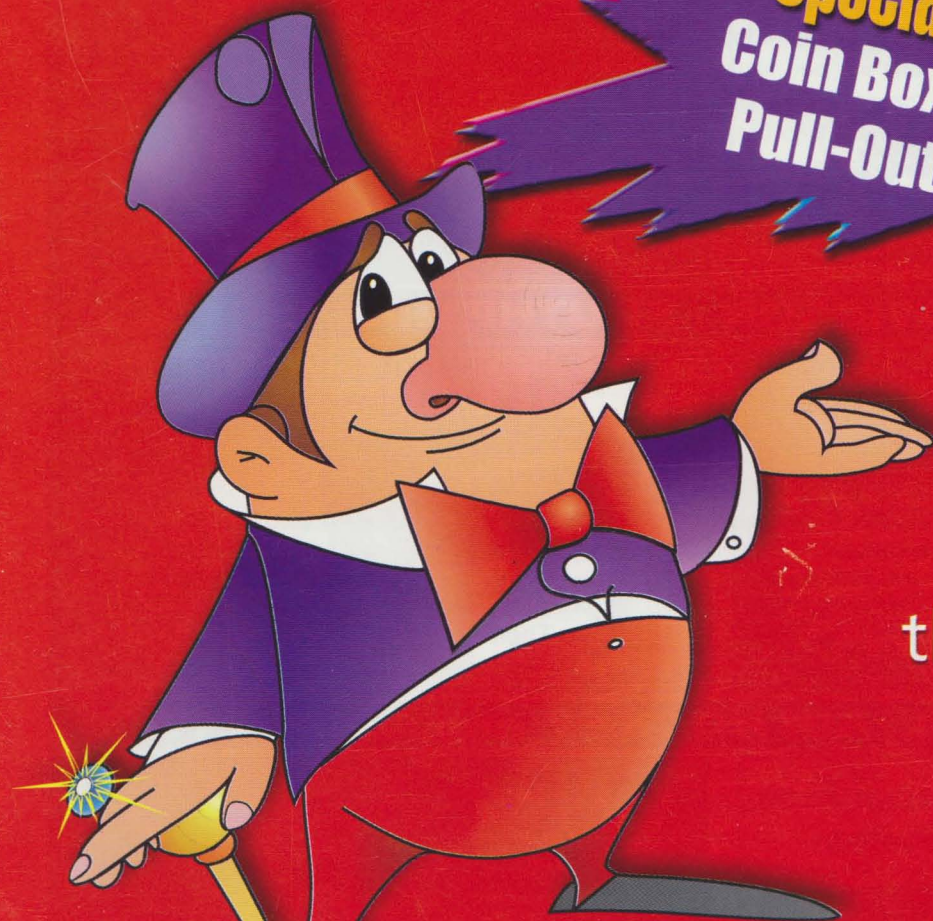
NOVEMBER 1999

COINBOX

NEWS FOR THE COIN OPERATED ENTERTAINMENT INDUSTRY

MAGAZINE

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game at the
corner bar

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Canadian Business Press

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PERSPECTIVES

With Sandra Anderson-Lloy



Enough of the Cranes Already

I think it's an understatement to say "some operators are getting frustrated with the crane legality issue."

Cranes are everywhere. It seems there are certain operators blanketing the country with them either telling location owners that they are legal or promising to pay a locations legal bills if there is a problem. If I were a location owner I would get all this in writing. If your regular operator with whom you have dealt with for many years and have a signed contract with, says he can't put in a crane, why would you violate that contract and suddenly believe a smooth talking operator from another province who comes into your location making your regular operator look incompetent.

The Ontario Illegal Gaming Enforcement Unit, based in Orillia, ON says the crane game is illegal according to the Criminal Code of Canada. They say individual provinces cannot legalize them. The only exception is agricultural fairs. A crane game with plush for prizes can be operated at an agricultural fair.

The crane issue seems to be cyclical, as every five years or so, cranes appear in locations and they become an issue in the industry until it levels off. This particular cycle seems to be lasting longer than usual.

Meanwhile, there is a case in Toronto, at the Ontario Provincial Court, Criminal Division, concerning a crane that was seized from an east end bar and the location charged with keeping a gambling device. At presstime all evidence had been given and written final summations from both sides were being awaited. Then the judge rules, sometime this fall, as to whether or not a crane game is a gambling device or an amusement device. The court room was standing room only at every appearance of this case. If it is ruled that the crane is not a gambling device it will have no bearing in any other court. If the decision is appealed and stands at the Ontario Court of Appeals, it will be binding across Ontario. If then the decision is appealed to the Supreme Court

of Canada and the ruling still stands then it will be binding across all of Canada.

This case is one in a long tedious history of crane legality. The first case dates back to sometime around 1907, followed by a half dozen more cases in Canada throughout the years. The result of every ruling has been that a crane is a gambling device and is therefore illegal.

"Our stance hasn't changed," says Sergeant Frank Elbers at the Ontario Illegal Gaming Enforcement Unit in Orillia, ON. He says the randomness, and element of chance is the determining factor as to whether the games are legal or not. The defence is that the games are a game of skill and therefore are amusement games.

"We're caught between a rock and a hard place. We can't be the moral police," says Elbers. "It's a matter of priorities." If there's a complaint about a crane in a location, there will be an investigation and perhaps it will be removed, but there is no guarantee. Inspector Larry Moody at the same division says, "Just because the law isn't being enforced, it does not make it legal; just like drunk driving or speeding. Just because we don't catch the guy, does not make it okay."

As for the prize-every-time cranes that vend plastic toys, "We have no concern with those," says Elbers. A prize every time basically makes the game a vending machine. The official word: Crane games are illegal. The unofficial word: They may not be removed from a location unless there is a complaint. As for the court case, it has to go to a higher court to have any blanket binding effect in the province. □

NOTICE TO OUR READERS

The operation of some of the games advertised in this publication and the features therein may be subject to various federal, provincial and/or local laws or regulations. It is not intended herein to solicit the sale of such games in any jurisdiction wherein the same may not be legally sold or operated.

—The Publisher

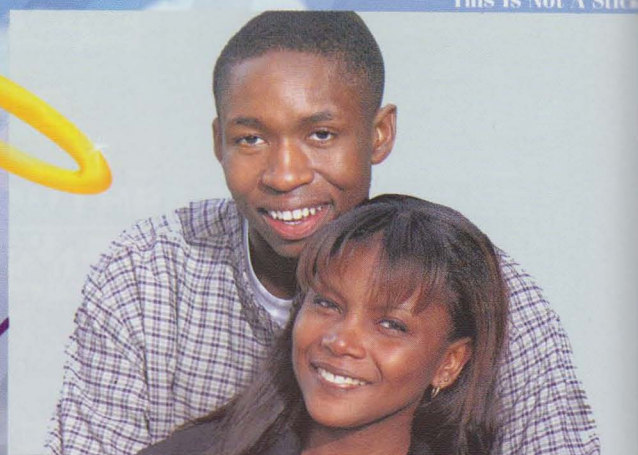
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Starburst Open House A Success

Starburst Coin Machines Inc. of Toronto, Ontario, held its fall open house, welcoming some 150 customers through its doors on Oct. 13, 1999.

Visitors were treated to displays of the newest games and a lavish catered hot lunch. Factory reps were on hand to answer questions and several door prizes were given away. Operators had to be present to win.

Everyone who attended had a great time and this is definitely something the company will do again.



Mark Chan of Midway, back, has a look at the new countertops with an Ontario operator.



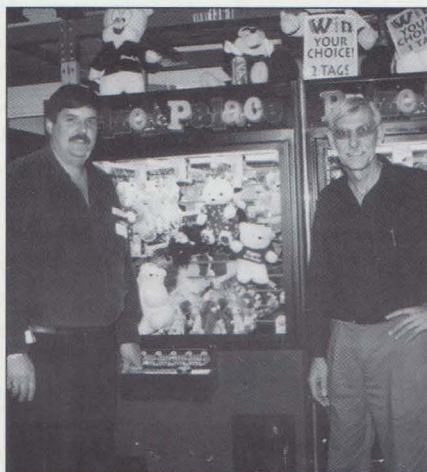
Greg Kania, (left) of ICE came to Toronto to support Starburst's Open House, welcomed here by Starburst's Mark Kupiec.



Dave Kristal of Merit; Marc Raymond, Starburst, Montreal; James Griffiths, VDLP and Mark Kupiec at Starburst's fall open house.



Paul Thompson, (left) of Standard Change-Makers and Ted Csontos chat about coinage changes.



Bill Feasby, (left) of Innovative Redemption Co., designed the software for the Prize Palace redemption piece. He chats here with Keith Wilfred of CyberCity, Costa Rica.

Dave & Buster's Set For Canada Launch in Spring 2000

The popular U.S. based Dave & Buster's upscale restaurant and entertainment complex is launching its largest facility to date in Canada with a scheduled opening date of April 2000.

It all started 17 years ago in Little Rock Arkansas, when amusement facility operator Dave Corriveau, 48, and James "Buster" Corley, 48, restaurant owner, merged their businesses, opening the first Dave & Busters in Dallas, Texas, in 1982.

Dave & Buster's entertainment complex and restaurants have grown to include 22 locations across the U.S., and two in the United Kingdom.

The Canadian complex, being developed by Gordon Metcalfe, president of W.I.N. Gaming Corp., is planned for

Vaughan, Ontario, just north of Toronto, an area bordered by Highway 7 on the north, Jane Street on the east, Highway 407 on the south, and Highway 400 on the west. It will be the largest of the chain at 72,000 square feet. The average size of a Dave & Buster restaurant is 55,000 square feet. The parking lot will have a total of 3,270 spots and on busy days, there will be a four passenger hooded golf cart taking people to and from their cars.

Metcalfe, formerly the developer and owner of 100 O'Toole's restaurants, has secured the master franchise for Dave & Buster's in Canada.

The Million Dollar Midway games section in the complex will feature \$3 million worth of the newest arcade

games, simulators, billiards, shuffleboard, virtual reality, redemption and more. Metcalfe expects a 40 per cent turnover each year of games. Local distributors and operators are supplying and setting up the games. Payment per play will be "cashless" using a debit or swipe card with credits.

Although the menu for the first Canadian facility has yet to be finalized, Dave & Busters restaurants carry a total of 67 items including 5 desserts, 5 types of burgers, 7 styles of pizza, 7 lunch specials, 7 hot and cold sandwiches, 8 different types of salad, 9 chicken and pasta dishes, 9 seafood, steak and rib entrees and much more.

There will be conference rooms and special events theatres for private parties

Williams Pinball No More

WMS Industries has made the decision to shut down its Williams Electronics pinball manufacturing division in Waukegan, Ill..

An internal announcement was made Oct. 25, 1999 sending shock waves through the company and the industry.

Mark Struhs, vice president of sales and marketing explained that despite an attempt at attracting new players and excitement with its new product Pinball 2000, the "level of business currently generated by our pinball product line does not warrant ongoing production."

The company assures customers that orders will be filled for the new Pinball 2000 games and support will continue to be available. The talented designers and employees at Williams are currently seeking other positions internally.

In addition to the shutdown of pinball operations, the cabinet manufacturing of its subsidiary, Lenc-Smith located in Cicero, Ill, will also be discontinued. Third party video game contract manufacturing will not be affected. Midway and Atari brand video game production will also not be affected.

Stern Buys Sega

Sega Pinball Inc. and Sega Enterprises, Inc. USA, jointly announced on Oct. 1, 1999, the completion of the sale by Sega enterprises, Inc. USA of SPI to an entity owned by SPI President Gary Stern.

All shares of SPI stock were acquired by Stern's company. The corporate name is being changed to Stern Pinball, Inc., so the SPI initials stay the same.

Future products will bear the Stern name, whereas current products will continue to carry the Sega name pursuant to a short term license agreement.

"Although pinball remains an important part of the coin-op business, pinball is not a core business for Sega," said Al Stone, President of Sega Enterprises, Inc. USA. "We are sure that Gary and his staff will continue the success they have been bringing to pinball with the last models."

Gary Stern stated, "We have appreciated the years we have been a unit of Sega. We will continue in our development of and commitment to mechanical action pinball." Stern went on to explain, "I have grown up in the pinball business. I am thrilled with his opportunity to continue plying the trade my father taught me."

Stern Pinball, Inc. will continue to make pinball machines and redemption games and to manufacture for Sega some coin-op video games.

INDUSTRY NEWS

N.B. VLT Operators Lose Corner Stores

As of September 1999, there are no longer video lottery terminals permitted in convenience stores in New Brunswick.

This action comes as promised after the government eliminated one of the two machines permitted in the convenience store locations in January 1999. The New Brunswick Coin Machine Owners Association and the corner store owners were arguing to keep their remaining machines, saying that it would create job loss and hurt several companies. They are considering challenging the action legally, but at presstime had not made a final decision in that regard.

In New Brunswick and Prince Edward Island, the video lottery terminals are owned and serviced by coin machine operators, who keep themselves tightly regulated.

In Nova Scotia and Newfoundland, the Video Lottery Program is operated by the Atlantic Lottery Corporation, (ALC) which owns and services the terminals. The Nova Scotia government, however, formally announced earlier this year that it will withdraw its VLT business from the ALC on Nov. 30, 1999, and its ticket lottery business and as a shareholder on March 31, 2000.

The Video Lottery Program in Atlantic Canada offers a variety of games including line-up games, poker games, and keno games. Each of the four provincial governments establish the guidelines that govern the Video Lottery Program in its respective province. The maximum number of VLTs permitted in

liquor licensed establishments in each of the four provinces is five with the exception of Nova Scotia where it is 12. There are no longer any VLTs permitted in corner stores in any Atlantic province. Maximum wager per game is \$2.50 and maximum prize payout per game is \$500. Number of VLTs in operation are approximately 3000 in New Brunswick; 2400 in Newfoundland; 3500 in Nova Scotia and 420 in P.E.I.

VLTS in Manitoba Earn \$129.9 Million

According to its recently released 1998/1999 annual report, the Manitoba Lotteries Corporation (MLC) brought in net revenue of \$129.9 million in its video lottery program.

This is an increase over the previous year of 7 per cent or \$8.6 million. The MLC says this is a result of decreased expenses this year associated with Y2K compliance projects, reduced equipment depreciation and the fulfilment in the previous year of some of the MLC's community support initiatives. The VLT net income makes up some 57 per cent of the MLC's total net revenues.

On March 31, 1999, there were 4,436 VLTs at 548 off-reserve locations throughout the province. As well, there were 331 VLTs on 15 First Nation sites. Assiniboia Downs, Manitoba's largest racetrack offers 140 combination pari-mutuel/electronic game machines in partnership with the MLC.

Dave & Buster's Set For Canada

Continued from page 3

and business functions.

At the U.S. locations, amusements account for some 52 per cent of revenues, while food is 32 per cent and beverage is 16 per cent. Although children are allowed, these centres are designed for the affluent adult 25-45. In the U.S. no one under 19 is allowed unless accompanied by someone over 25.

Metcalf has signed on to build a total of four Dave & Buster's in Canada.

By the end of the year 2000, Dave and Buster's plans to have 30 locations set up

in the U.S along with more international-ly including one in Taipei, Taiwan, and another in Munich, Germany.

Web Site Correction

In the September issue of *Canadian Coin Box*, page 15 of the Table Game Survey, the incorrect address was given for the Gilchrist Vending website. The correct address is: www.gilchristvending.com, not www.gilchrist-vending.com as shown.

New on the Starburst Route

President of Starburst Coin Machines Inc. Len Keywood is pleased to announce Frank Casarella recently taking on the position of Western Route Manager.



Frank Casarella (left) is welcomed by Starburst's Len Keywood.

Casarella was most recently assistant sales manager. He finds his experience in sales very useful in route management.

He has been with Starburst since his own company, Regalview

Amusements, which he began in 1990, was purchased by Starburst in 1997.

Casarella, who makes his home in beautiful Niagara-on-the-Lake, is responsible for servicing Starburst's routes from Oakville to Fort Erie to Windsor.

Yannarell Retires From Rowe

Rex (Rocco) Yannarell has retired from Rowe International and his duties there as Executive Vice President of International Sales. He was honoured by the company in September 1999.

This is in fact Yannarell's second retirement as at the age of 44 he retired from his own successful business. Previously he worked for Ametek. In 1974, he joined the Coffee-Mat Corporation of America and was posted to London, England. The company became part of Rowe in 1983. Yannarell successfully set up offices for Rowe in London, South America and the Far East and has increased the company's international distributor network to include over 40 countries. Assuming responsibilities for International Sales and Marketing will be Roy Koch, currently Senior Vice President Marketing. Koch has an extensive international background and multilingual capabilities.

All of the Rowe family wishes Rex and his wife Kerstin a happy and healthy retirement. □



Rex Yannarell, (left) is honoured by Rowe's David Sadler.

CALENDAR OF EVENTS 2000

January

17-19—Nightclub & Bar Winter Show, Las Vegas Convention Center, Las Vegas, tel: 800-247-3881.

19-21—IMA, Nuremberg Exhibition Centre, Germany, tel: +49-211-90191-134.

25-27—Amusement Trades Exhibition International (ATEI), International Casino Exhibition (ICE) and London Parks & Attractions show (LPS), Earls Court, London, England, tel: +44-0207-713-0446.

February

6-8—Rendez Vous, Montreal, QC, tel: 514-334-5161.

20-22—Canadian Food & Beverage Show, Toronto, ON, tel: 416-923-8416.

March

5-9—B.C. Foodservice Show, Vancouver, B.C., tel: 604-669-2239.

29-April 1—Amusement Showcase International, (ASI) Las Vegas, NV, tel: 708-226-1300.

30-April 2—Western National Automatic Merchandiser Association Expo, Las Vegas, NV, tel: 312-346-0370.

April

6-8—National Bulk Vendors Association Convention, Las Vegas, NV, tel: 312-621-1400.

7-8—Canadian Automatic Merchandising Association (CAMA) Convention, Toronto, ON, tel: 905-826-7695, 888-849-2262.

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Sex Sells On Countertop

Amusement Machine Operators are finding that countertop video games are what's needed in their bar locations for the best returns

BY SANDRA ANDERSON-LLOY

Sex, booze and rock and roll is what people go to a bar or tavern for, (at least that's what I'm told), and two of these can be provided by their local coin machine operator. When looking at



Ez Maxx by Merit

a bar/tavern/nightclub location, there has always been a jukebox, pool table, darts, maybe a basketball, pinball, and of course the countertop. In the past few years the countertop has found its place at the head of the returns.

The Legitimate Countertop

Countertop video amusement games are 100 per cent legal. They are versatile with easily upgradable systems, housing dozens of games in one machine. The average countertop has a good balance of games under categories such as trivia, strategy, action, cards, skill, puzzles, and of course, erotic.

Operators are very happy with these games. "They have replaced a lot of other video games," says one operator.

Another says, "My countertops saved my route."

Advantages of these games according

to operators interviewed by Coin Box include:

- Easy to place in locations where regular sized games wouldn't fit.
- Less rotation required than other coin-op equipment due to the variety of game choices. "And if you do have to change it, it is a one man job," one operator explains.
- Appeals to anti-gamblers, giving them pleasure for hours without dipping too



Bulova presents the Silver Ball Beetle

deeply into their pockets.

- Easy to update and upgrade.
- A good complement to the other games in a location, can actually increase the revenue on the pool table, for example, in the same location by keeping groups of friends in a location longer.
- Promotion and tournament capabilities.
- Good return on investment.

Erotic

There is no question among operators that the erotic games are what really makes money on the countertops. "To

be honest that's what sells," says one operator. "Sex sells." He and other operators admit there have been some problems with locations who want the erotic feature turned off, limiting the game's earning potential.



Infinity by Midway

Another disadvantage to these machines is that some resembling gambling machines, such as video poker or cherry masters, have been seized by police in the past if there has been evidence of payout on behalf of the locations. Because according to the criminal code, paying out on a machine makes the location a gaming house, and the game a gambling device, which is illegal. It's okay for the government to run a gaming house or casino, justifying it in the name of charity, but no one else.

Some operators rent the machines to the locations having them sign a contract stating that the games will not be used for any illegal gaming purposes.

Provincial governments have approved certain countertops as legal and given them licenses so that there is no problem. Operating MegaTouch



Concorde 3 Plus by JVL

XLs in Quebec for example brings good returns according to one operator.

Another downside is that the machine's small size makes it an easy target for thieves and some operators have had problems with them disappearing. Operators complain that they would like the manufacturers to create a strong reinforced ring on the back of the machine during the building process where a lock or bolt can easily be placed, because adapting a security arrangement to the existing cabinet works, but operators feel that it would be much stronger if done during the manufacturing process.

Another problem that is occurring is the touchscreen getting damaged with constant pounding from customer's rings. This is where durability is key and manufacturers are following suit with a good support network of distributors.

Countertop Catalogue

Several of the top countertop manufacturers are going from disk drive system to a hard drive system with the eventual use of downloading upgrades from the manufacturer directly to the machine through the phone lines. This would also offer the opportunity for promotions, offering prizes for high scores from the game makers. Some games also have custom screens for promotions, offering endless possibilities. New games and updates are being offered all the time.

Manufacturers say there will still be a support network in place for older systems. Most manufacturers make a countertop and upright version as well as tournament versions of their games. They also have stands available. The following is a sample of the most recent countertop games available in Canada.

Canadian company, JVL Enterprises Ltd. with their Concorde 3 Plus is the cover story this issue, please see page 17 for more details.

Merit Industries Inc. offers the EZ MAXX a compact cabinet with expandable software and an LCD Touchscreen. The company also has the Megatouch MAXX in countertop and upright versions as well as a tournament version.

Midway Games Inc. offers the Touchmaster Infinity, an expansive 6.4GB hard drive system. They also have the Touchmaster 7000 and the capability to convert older games manufactured by the competition to a Touchmaster 7000.

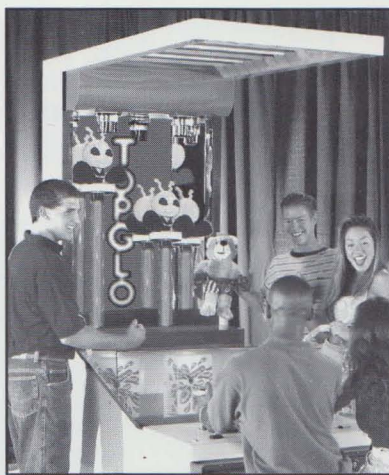
Bulova Technologies, LLC (the watch

people) have available the Silver Ball Beetle and are slowly making inroads into Canada with their system that offers both touch screen and pushbutton capabilities. It is low-slung and has a flat panel screen.

Please see your local distributor for more information on any of the above mentioned games. □

Editor's Note: Names of operators quoted in this story have been withheld at the editor's discretion in order to respect their privacy.

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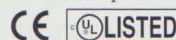
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AMOA/Fun Expo Upeat

Some 10,000 attended the successful co-location of AMOA and Fun Expo in Las Vegas, Sept. 23-25, 1999

The mood was upbeat, and the movement brisk during the 1999 AMOA and Fun Expo shows in Las Vegas. There were some 10,000 visitors to the combined amusement shows and organizers plan to combine their efforts again for the year 2000. The two associations and management companies worked together well.



Darren Phillips and Gord Simpson of Davis Skill Games, Toronto, ON, walk the floor.

The two shows shared some 70 common exhibitors and it was left to the exhibitor to decide in which show they would like to exhibit. It tended to even out say organizers. The AMOA had 542 booths and 200 exhibitors. Fun Expo had 306 exhibitors and 640 booths. Approximately 2300 attended the Friday night party. There were the usual half dozen exhibiting Canadian companies at both shows. All the Canadian distributors were on the show floor and a good contingent of operators also made it down from Canada.

Several new products were launched at the shows this fall and some appear in this issue on pages 12, 18 and 19.

Seminars were well attended.

AMOA 1999 game awards were as follows: Most Played Video game (dedicated) went to Incredible Technologies for Golden Tee '99; Most Played Pinball Game went to Sega Pinball for South Park; Most Played Conversion Kit went to Incredible Technologies for Golden Tee '99; Most Played New Technology went to Merit Industries for Megatouch Maxx; Most Innovative Dart Game went to Valley for Cougar IQ; Operators

Choice Pool Table went to Valley; Most Innovative Jukebox went to Rowe; Most Played Redemption Skill Game went to ICE for Cyclone; Most Played Prize Dispensing Game went to Sammy USA for Sports Arena; Most Played Fast Action Redemption Game went to ICE for Cyclone and Most Popular Other Game went to Dynamo for Air Hockey.

The AMOA 2000 International Expo will be co-located again with Fun Expo—Sept. 21-23, 2000, Las Vegas Convention Center, Las Vegas, Nevada. □



Jerry Power of Laniel Automatic, Ontario, tries out the new Rolling Ex.tre.me game exhibited at the Namco booth.



Savage Quest went all out to promote this Interactive Light game with animated monster and real cave girls.



The Starburst group from Toronto, ON, poses at the Williams booth with the new Pinball 2000 Star Wars Episode I game. From left: Frank Casarella; Blair Schopp; Guylaine Tassoni; Gary Walters; Len Keywood; Mark Kupiec and Steve Ioannou.



Karl Feder of Pacific Vend Distributors, Vancouver, B.C. and Ted Csontos of Game World, Toronto, ON, chat about what they see on the floor.



Rowe's Carol Ganek and Joel Friedman (looking well after recent major surgery) pose with the new Encore jukebox.

Continued on page 10



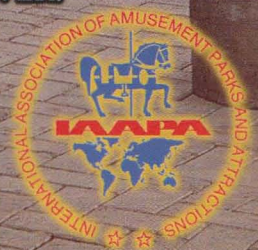
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AMOA/Fun Expo 1999 Show Coverage

Continued from page 8



Jerry Power, Laniel Automatic, Ontario, visits at the Namco booth with Canadian operators Peter Jones, The Ragman, Kamloops B.C. and Tony Dibattista of ACI Amusements, Kitchener, ON.



Paul Sangster and Al Chiasson of New Brunswick company National Electronic Technologies pose with their newest coin-op Videonet internet cabinet.



Dennis Letourneau of Cascade Amusements, Canmore, Alberta, chats with Marc Raymond of Starburst, Montreal.



Posing at the Sega Technical counter announcing the launch of www.segaarcade.com a website for operators is from left: Dave Cantrelle, Pete Gustafson and Han Rockhill.

Photo to right: Cutting the ribbon to officially open the AMOA International Expo and Fun Expo.



Canadian Amusement Game Supplies' Brad Weiss and Barry Jackiw, Vancouver, B.C., with NSM's Keith White and the Gemstar CD jukebox.



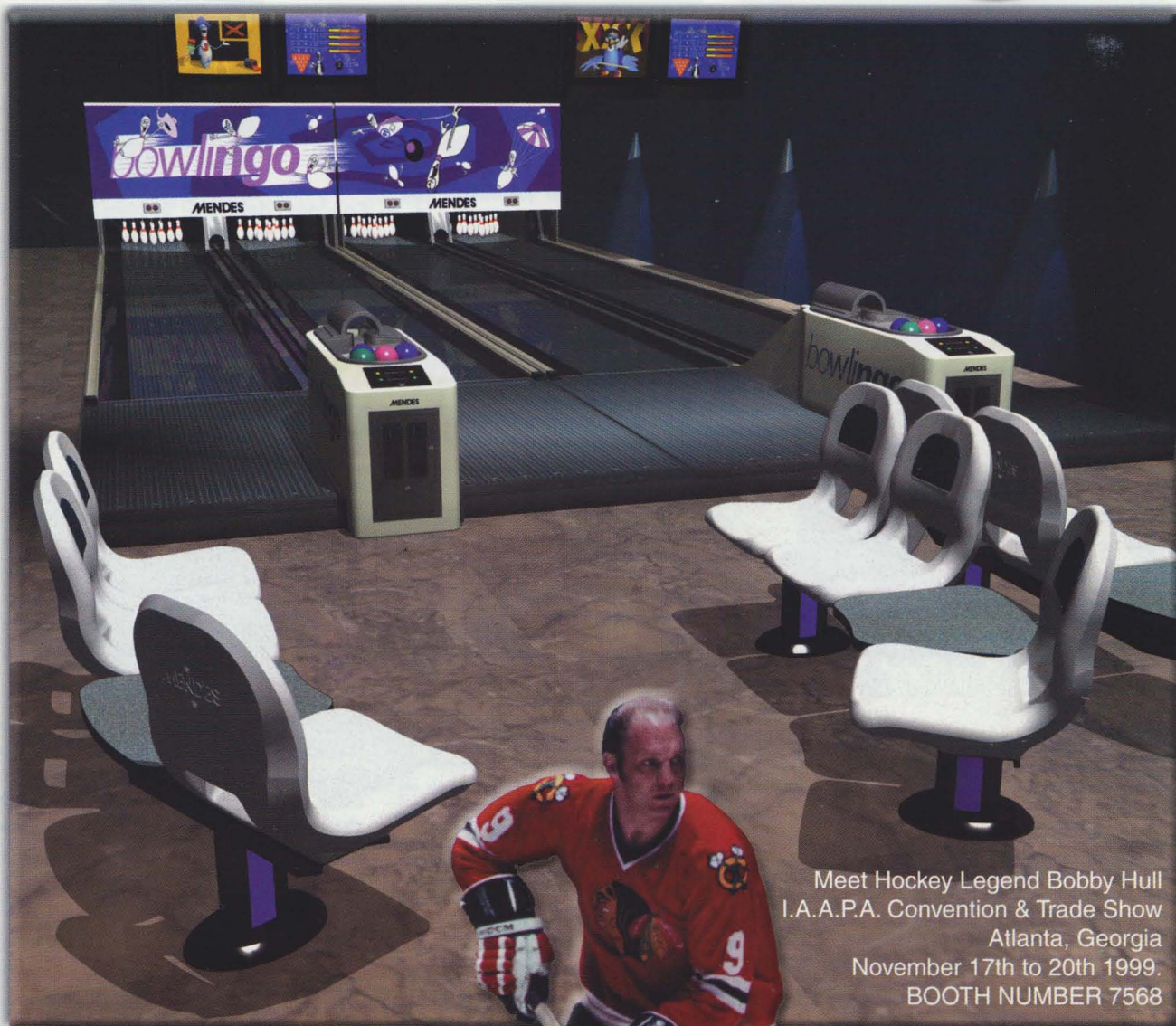
Magikkastle of Quebec, exhibits their large screen technology. From left: Sylvie D'Avignon, Sabastien Breault and Jenny Marcotte.

Photo to right: The Quebec contingent at the Williams booth. From left: Jean Pierre Lefebvre, Laniel; Bruno Fournier, Laser 2001 Inc., Ste Catherine, QC; Daniel Simard, Laniel; Johnny Mirijello, Mira Amusement, Montreal; Bruno Ciavaglia, JM Distribution, Laval, QC; and Dominique Laniel of Laniel Automatic, Montreal, QC.



Photo to left: The Gilchrist Vending, Toronto, ON, bunch pose at VLDP booth with the new Dynamo hockey. From left: Tom Gilchrist; Katy Molony; Blake Fisher; and Craig McRae (a father to be in Feb. 2000).

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What's New Photo Review



Smart Industries introduced its new colour Hollywood photo booth, producing pictures in 45 seconds.



Rock-Ola unveiled their final version of the new FireBall CD jukebox. The disc changer is fast and in view at the top of the unit and the design is a blend of old and new.



Capcom debuted Spawn, a video game for the NAOMI based hardware system, scheduled for a November '99 release.



NSM introduced Virtuatrax to the North American market at the AMOA show this fall. This downloadable jukebox was originally launched in England and is doing very well.



The new E-Cast Inc. Siren internet based, downloadable, digital jukebox system in both countertop and floor units was launched at the AMOA show. The company plans to have units on test in summer 2000.

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Virtual Games, Inc. introduced a coin-op virtual reality unit called the Xtreme Xperience. It was a prototype at the show, but the company is in the process of setting up a distribution network.

For more New Products see pages 18 & 19

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With John Liikala CTech



Merit "Flash Card Solution" for BLUE MAXX

If you need to fix bugs in the Merit Blue Maxx hard drive, you may run into a few problems. You'll need an 8 Meg Flash Card, which I have found to be very expensive to buy, plus, you still need to somehow get it programmed.

From experience, when you buy, for example, a new car with its many new-fangled nuts and bolts, you won't see the dealer handing over new tools to deal with these new nuts and screws. What you'll need to do in this case is to go to your computer store to buy the tools needed to keep your Blue Maxx in tune.

This tool is called a Kodak Digital Camera Expansion Pack and it comes with a PC Picture Card Reader (used to put the upgrade on the flash card); an 8 Meg Picture Flash Card Media (used to store the upgrade on so it can be transferred to the Blue Max); a PCMCIA Adapter (used to adapt to your Blue Maxx Upgrade Port); 4 AA Rechargeable Batteries; and Album Software, (used to create your own advertising backgrounds).

This is a tool I can no longer be without! It has everything I need and more. I purchased it for \$150 Canadian, but it can be found selling for up to \$200. How does it work? Since most of us are using the computer anyway, just attach this device to the parallel port and it adapts in such a way that you still have access to that same port, for example: your printer. Once it is all set up on your computer, you will gain an 8 Meg removable Hard-Drive or Flash Memory Device which will store actual downloadable files, or data which you can transfer to other computers, or to your Blue Maxx. For example: get a digital camera, which will connect to your 8 Meg Flash Card, take some spectacular photos of an event the takes place at that location that evening, and...the next day, have those photos show up on the game as "Event Advertising". This is one tool that my

fellow technicians might want to invest in, as with video game applications, it seems to have endless possibilities.



Kodak Digital Camera Expansion Pack

• Hardware Installation:

Before you install the device drivers, please install the hardware first.

1. Turn off the host computer
2. Connect the unit (MDCFE-SR) to the host computer
3. Make sure all the cables are well connected as the hardware installation diagram showed above
4. Turn on the host computer ready to install device drivers

• Software Installation:

For Windows 95/98 and Windows NT4.0 Operating System:

1. Boot up the host computer to Windows 95/98 or Windows NT4.0.
2. Insert the software driver CD into the CD-ROM drive and a pop-up menu will come out in a second. If a pop-up menu doesn't come out automatically, please find and run "autorun.exe" in the software driver CD.
3. Select "INSTALL THE SOFTWARE DRIVERS FOR MDCFE-SR" from the pop-up menu.
4. Select the language that you wish to install then click on "Next".
5. Follow the instructions to complete the setup.
6. To identify MDCFE-SR as a removable drive, functional Compact

Flash Card must be inserted in.

For Windows NT3.51 Operating System:

1. Boot up the host computer to Windows NT3.51.
2. Insert the software driver CD into the CD-ROM drive.
3. Click on "File" and then select "Run".
4. Find and run the "Setup.exe" under the directory of "WIN" in the software driver CD.
5. Select the language that you wish to install then click on "Next"
6. Follow the instructions to complete the setup.
7. To identify MDCFE-SR as a removable drive, a functional CompactFlash Card must be inserted in.

For DOS and Windows 3.1 Operating Systems:

1. Boot up the host computer to DOS
2. Insert the software driver CD into your CD-ROM drive
3. Type D:\ under DOS prompt and hit enter (or replace D:\ with the letter that corresponds to your CD-ROM drive)
4. Type "install" under the directory of DOS and hit enter to start installation
5. Follow the instructions to complete the installation.

After completing installation, either restart the host computer or type and run "load" under C:\SHTLMAN> (or the assigned directory) to let MDCFE-SR take effect. To identify MDCFE-SR as a removable drive, a functional Compact-Flash Card must be inserted. □

John Liikala is the Technical Service Manager for Canadian Amusement Game Supplies in Burnaby B.C. Direct your technical questions to John c/o Editor, Canadian Coin Box Magazine, 222 Argyle Ave., Delhi, ON N4B 2Y2, fax: 519-5824040, e-mail: coinbox@annexweb.com

Canadian Company Has "TOUCH" For Success

Touchscreen countertop game manufacturer, JVL Enterprises based in Concord, Ontario is proof that a clear focus pays off.



From the perspective of JVL's new 50,000-square foot manufacturing and distribution facility based in Concord, just north of Toronto, the future for Val Levitan and the company both he and his father Joseph Levitan founded in 1984 certainly looks different than it did even five years ago.

At that time, JVL was a young up start and innovative touchscreen manufacturer looking to compete with a number of amusement industry giants based primarily in the United States. The only assets the company had in its favour was a unique touchscreen product and a commitment to the operator's cash box—distinctions that would well serve JVL in the marketplace.

"We had the advantage of focusing on a single line of touchscreens going against companies that built touchscreens as a response to what we were doing," Levitan says. "The benefit to that is that you can quickly adjust to operators and the marketplace. The disadvantage is that you have no other products to fall back on."

Despite that risk, JVL's seemingly narrow focus on touchscreens paid off and propelled company sales and revenues to record highs over the past two years. Using local talent as well as Canadian technology and

resources, JVL has grown to become a major international manufacturer of touchscreen machines with customers

today makes JVL the only touchscreen manufacturer with CD-ROM drives.

"Early on, we believed CD-ROM

technology would become the industry's standard platform," Vice President of Engineering Boris Itskov says. "It's just a better system than a hard drive system—and any upgrades are infinitely easier. As an operator, I would much rather press a button, replace my old CD with an upgrade and close the tray again. We've always believed engineers are the only people who like to

mess with E-PROMS, rewiring, and hard drive re-programming. Operators sure don't."

Face to Face

Meetings with operators and distributors provided the type of valuable feedback that proved effective for the design of JVL's product.

"Before JVL did it, we never had manufacturing representatives physically come in to our business, ask for input, and then actually respond in a way that addressed our concerns," Québec's Atlas Distributing Service Manager Bob Goodman says.

JVL's newest touchscreen, the

Continued on page 17



A few of the JVL keynotes manning the booth at the recent AMOA show. From left: Jim Hall, Valarie Bechtold, Raymond Safft, Peter Guterres and Mort Ansky.

spread throughout North America and Europe.

"Our success is truly an example of 'thinking local and acting global'," Levitan says. "We have built a strong and innovative organization based on talents native to Canada and we now compete on an international stage. It's even more remarkable when you consider who our competitors are and the resources we have to go against to be successful in this industry."

CD Rom Technology

To create a niche for JVL, Levitan and his staff met with operators and distributors and committed the company to CD-ROM technology—a move that

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(Yes, you do C3).

We've really decided to take it off. New low prices for the hottest games in the industry make JVL's Concorde 3[®] Plus *the* countertop to buy—just \$3,325 CDN (\$4,075 CDN for the upright), or lease for as low as \$114.96 a month.* *The new Concorde 3[®] Plus.* Sizzling graphics. Awesome savings. Games your customers want. Earnings like you've never seen from a touchscreen machine. At least not one at this price. For more information, *touch* 1-800-296-6657.



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Cover story: "TOUCH" For Success

Continued from page 15

Concorde 3 Plus (C3 Plus), and the company's new pricing structure has again put the company out in front of its rivals.

An aggressive financing program has also boosted sales and opened the market for touchscreen technology to small operators looking to enter the amusement industry for the first time.

"We're the first company to pack Pentium technology, speed, visual effects, and digital sound into a touchscreen at our current price point," JVL CEO Peter Guterres says. "It's created a great buzz in the industry. With an aggressive financing program, we've made it easy for the small operator to participate in the revenue potential of touchscreen technology. With the programs we have in place, we are literally growing our market one unit at a time—which eventually leads to great word-of-mouth and referral business to other operators."

Guterres, named as JVL's CEO in August 1999, brings a strong background in both technology and entertainment to the company—skills that will add to the company's recent forays into more hospitality-oriented operator venues.

"Players in those venues want to be involved in the games and want to be treated to an entertainment experience," Guterres says. He points to

"The expansion of the demand for touchscreens in certain venues such as bars, night clubs and taverns is tremendous,"

-Val Levitan

the C3 Plus' newer variety of games, realistic graphics and standard features such as tournament play and the "Link" feature that promotes both repeat play and head-to-head competition as part of the touchscreen's overall entertainment package. Which leads to one of JVL's most popular, controversial and potentially most lucrative components of its touchscreen technology—adult-oriented entertainment.

"The expansion of the demand for touchscreens in certain venues such as bars, night clubs and taverns is tremendous," Levitan says. "Both men and women have found touchscreens fun and entertaining. Operators also like the entertainment idea because they can see

the touchscreen category, JVL now enjoys leading niche positions in the CD-ROM amusement industry. The success JVL has created has forced the competition to re-think game platforms and game selection. The company's focus on entertainment has

also led industry leaders to introduce adult-oriented games of their own and has pushed other manufacturers to upgrade the look, feel and sound dimensions of game offerings.

JVL's aggressive attitude and an irreverent approach to marketing has spawned imitators.

The influence of the company's use of simple layouts and bright colors

in its advertising and collateral materials is now seen in materials produced by other companies—while its push toward adult-oriented entertainment venues has market leaders introducing similar (if not so risqué) game packages.

"We really saw it at AMOA when a competitor had a model at the show signing autographs," Levitan says. "I think she was from Playboy and I had to laugh because I thought if we had done the same thing—she probably would have represented a different magazine."

For more information on JVL and its new C3 Plus touchscreen, call JVL at 800-296-6657. □



first-hand the earning power of the machine. They also have total control over content so content matches the customer base.

"We want to offer complete packages to our customers and certainly those games are part of our packages," he continues. "What started out as an idea for 'add-on' games has really developed into a viable market."

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NEW PRODUCTS



Silent Scope

Konami announces its newest target shooting game *Silent Scope*.

The game has the shooter first find and confirm the location of the target on the monitor, then use the scope on the gun for accuracy.

Silent Scope is an upright with stereo sound effects that has the player training as a professional sniper.

For more information, contact your local distributor or for referral call Konami Amusement America Inc, at 847-215-5100



SportStation

Midway presents SportStation, two video sports games in one cabinet featuring *NFL Blitz 2000 Gold Edition*, and *NBA Showtime NBA on NBC*.

The *NFL Blitz 2000 Gold Edition* coin-op software has a customisation page that allows players to create their

own play experience by choosing the type of field, weather conditions and stadium. It also has an exclusive announcer and music, new tackles, catches, animations and pages of new offensive and defensive plays. Players can also enter a sweepstakes during attract mode. Players can get a password from the website and enter in game to see if they've won a prize. Players can only check password on *NFL Blitz 2000 Gold Edition*. *NBA Showtime NBA on NBC* is Midway's fast paced basketball hit.

Playstation, kits available are: *NBA Showtime/NFL Blitz 2000 Rework Kit* (45194); *NBA Showtime/NFL Blitz 2000 Conversion Kits* (45994); and a 4 player control panel assembly (45494).

For more information, contact your local distributor or for referral call Midway at (773) 961-1000.



Star Wars Trilogy Arcade

Sega has available the *Star Wars Trilogy Arcade* game brought forth by the same designers of *Sega Touring Car Championship* and *Sega Rally Championship 2*.

This LucasArts Entertainment licensed product is a Model 3 shooter with a force feedback joystick allowing the player to ride, fly and shoot in galactic vehicles. Featured in both a 50" and 29" standard cabinet.

For more information, contact your local distributor or for referral call Sega Enterprises, Inc. (USA) at 650-632-7500.



Golden Tee Fore

Incredible Technologies introduces *Golden Tee Fore* featuring four new games. It has a powerful new hardware platform, advanced graphics with player selectable camera views; five courses and other new features including a back-spin button, commentary by professional sportscasters, pre-shot camera fly-by button and more.

For more information, contact your local distributor or for referral call Incredible Technologies Inc. at 847-870-7027.



Pokemon Stickers

Allstar Distributing has just released their first series of licensed *Pokemon* stickers, featuring the popular Pikachu. The series consists of 10 prismatic stickers of the most popular creatures. These stickers are available for the Canadian market only.

For more information, contact Allstar Distributing Inc. at 514-685-1400.

NEW PRODUCTS



Encore

Rowe/AMI introduces its *Encore* floor model jukebox.

Some of the features of the *Encore* include: an eye catching 16 CD album cover title display along with colourful graphics; accommodates up to 100 CD albums; has an autoplay mode; integrates with any Rowe/AMI selector; exclusive 7 band equalizer with 3-channel surround sound capability; existing compatibility for CDV, karaoke and modem. This new juke is priced competitively.

For more information, contact your local distributor or for referral call Rowe International, Inc at 616-243-3633.



Crisis Zone

Namco introduces *Crisis Zone*, a machine gun game, sequel to Time Crisis II.

The focus is to suppress a rogue terrorist group that has seized Garland Square outside of London. Players can choose their route from the beginning of the game between three stages.

Available in deluxe and standard configurations. For more information, contact your local distributor or for referral call Namco America Inc. at 630-238-2248.



Teletubbie Kiddy Rides

European manufacturer Amutec has obtained the license to manufacture *Teletubbie* kiddy rides fashioned from characters on the popular children's television show out of the UK.

The Noo Noo (vacuum) in an eye-catching blue features Noo Noo sound effects, a flashing rear dome light and joystick control for the eyes and brush. A second *Teletubbie* ride is also available.

For more information, contact your local distributor or for referral call Amutec at +44-0-1507-472765.



Photon Hockey

Valley Dynamo Limited Partnership (VDLP) introduces its newest addition to the award winning Dynamo line of hockey tables—*Photon*. This table is designed for the tavern market and is aggressively priced.

Some of the features include: exciting colours and graphics for eye catching and enhanced playing experience; special leg levellers for easy adjustment; patented "Dyna-Blast" blower system delivers fast, non-stop action; and easy-to-read overhead LED scoring display keeps pace with the action.

The *Photon* hockey table is 31" (with overhead 71") in height, 51 1/2 " (with overhead 56") in width and 99 1/2" in length.

For more information contact your local distributor or for referral call VDLP at 817-284-0114.



ICE Pool & Hockey Tables

ICE presents a line of *Billiard and Hockey* tables by Europe's leading manufacturer Billares SAM, S.A.

The two *Fast Track Air Hockey*—*Cosmic* and *Standard*—have a stain-less steel surface; are seven feet in length; exciting sound effects; operator adjustable for price, time of play and scoring; and specially designed rebounded rails with "stay-in" puck system for maximum gameplay and safety. The *Cosmic* has neon lighting.

The *Pool Tables* come in *Cosmic*, *Standard*, and *Tempo* and are equipped with with aluminum scratch-resistant rails; maintenance-free DLS ball release system; and steel drawer for independent access to cash. They also have tournament-grade nylon/wool blend billiard cloth and are seven feet in length.

The *Tempo* table is an all weather version that has fibreglass frame construction; and has a specially-designed setax waterproof cloth system.

For more information, contact your local distributor or for referral call ICE at 716-759-0370.



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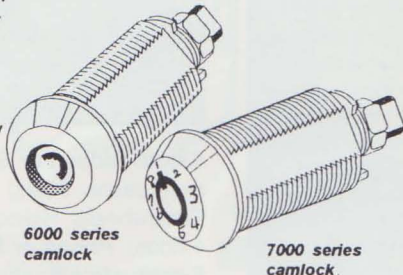
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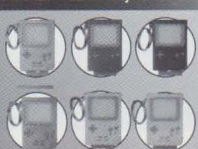
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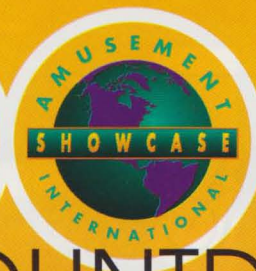
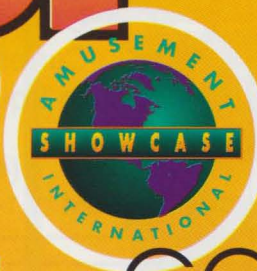
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